

WELCOME

to

The 2015 Certified Neighborhood Leader Training Program!

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A C Wharton, Jr.

Mayor – City of Memphis

Janet Hooks

Director-Parks & Neighborhoods

“Community Mapping : Assessing Problems, Creating Solutions!”

Tim Harris
City of Memphis
Office of Community Affairs
Session Facilitator



Learning Your ABC..and D's

Asset-Based Community Development (A.B.C.D.) is a methodology for sustainable development of communities based on their strengths and potentials.

It involves:

- Assessing the resources, skill sets, abilities, and experiences available in your neighborhood,
- Organizing the community around issues that are moving its members into action!
- Determining and taking appropriate action(s).



Learning Your ABC...and D's (cont.)

The United Nations defines **Community development** as: "a process where community members come together to take collective action and generate solutions to common problems." ‡

It is a broad term given to the practices of citizen-leaders, involved community members and residents to improve various aspects of neighborhoods, typically aiming to build stronger, safer, and more stable communities.

Community development seeks to empower individuals and groups of people by providing them with the skills they need to effect change within their communities. These skills are often created through the formation of social groups, or networks working for a common agenda.



Where Do We Start?

How Did We Get Here?

- Massive Economic Shifts
- Drastic but Steady Changes in Demographics
- School closures, reallocations, mergers
- Local Businesses Closing, Moving, Downsizing
- Shift from Homeownerships to Renters
- Etc...etc...etc

What Do We Do Now? Needs Assessments

- Crime
- Blight
- Exodus issues
- Homelessness
- Gangs
- General Upkeep and Maintenance



Where Do We Start (cont.)

Be mindful, reliance on the needs maps as the sole guide for activism may ensure a maintenance and survival strategy targeted at the issues ONLY, and not a development plan that can involve the energies of an entire community.

Because the needs-based strategy (by itself) may guarantee only a sense of “survival”, it may never lead to serious change or community development.

This path must be regarded as a “first step” towards addressing the major causes of the issues that may be negatively affecting a neighborhood or community.



Here We Grow!

“Studies show that significant community development takes place only when local community people are committed to investing themselves and their resources in the effort.”



Here We Grow!

Each community boasts a unique combination of assets upon which to build its future. A thorough map of those assets would begin with an inventory of the gifts, skills and capacities of the community's residents.

The “Assets” of a Community Are:

- Individuals
- Associations
- Institutions



Here We Grow!

Individuals

Household by household, building by building, block by block, the capacity mapmakers will discover a vast and often surprising array of individual talents and productive skills, few of which are being mobilized for community-building purposes

Associations

Community builders soon recognize that these groups are indispensable tools for development, and that many of them can in fact be stretched beyond their original purposes and intentions to become full contributors to the development process. (i.e. religious, cultural, athletic, recreational)



Here We Grow!

Institutions

Beyond the individuals and local associations that make up the asset base of communities are all of the more formal institutions which are located in the community. Private businesses; public institutions such as schools, libraries, parks, police and fire stations; nonprofit institutions such as hospitals and social service agencies--these organizations make up the most visible and formal part of a community's fabric.

Accounting for them in full, and enlisting them in the process of community development, is essential to the success of the process.



Here We Grow!

Next Steps

- Organize committees and recruit volunteers – ask for help!
- Develop a strategic plan to manage the logistics (this will help confirm how realistic your goals are).
- Create a timeline.
- Secure sponsors if possible.
- Promote, publicize and communicate – spread the word!
- Have productive events and activities!
- Assess and Evaluate your successes...and failures.



Here We Grow!

Next Steps

- Have several people teach seminars about topics they know: knitting, organic gardening, organizing, cooking, dog grooming, web design, car maintenance. Charge a nominal fee to attend.
- Organize a “service auction.”
Have people identify their skills and talents and volunteer to provide services like:
 - childcare for a weekend
 - one day of housecleaning
 - yard work
 - house painting(Have people bid on items and the service goes to the highest bidder.)
- Have a “House Fashion Show”. Charge an entrance fee and ask that every “house” be spruced up and ready to show. Have a portion of the funds coming back to the neighborhood. Individuals win and so does the neighborhood. (You can even charge extra for refreshments.)



Here We Grow!

Next Steps

Be Realistic

Assess Your
Collective
Talents

Create a
Strategic Plan

Implement
Your Plan

Evaluate
Your
Efforts



Here We Grow!

Next Steps

➤ A Neighborhood Crafts Show

If you have several artistic people, have them create unique crafty items for sale.

- Christmas wreaths
- Easter baskets
- Personalized mailboxes.

(Sell these items to neighbors or participate in a craft show.)

➤ Local Business Donations

Ask a local business (or several) to donate a percentage (2-5%) of their sales for a certain day or week. Advertise widely to friends and neighbors and encourage them to shop and support that business and your neighborhood.

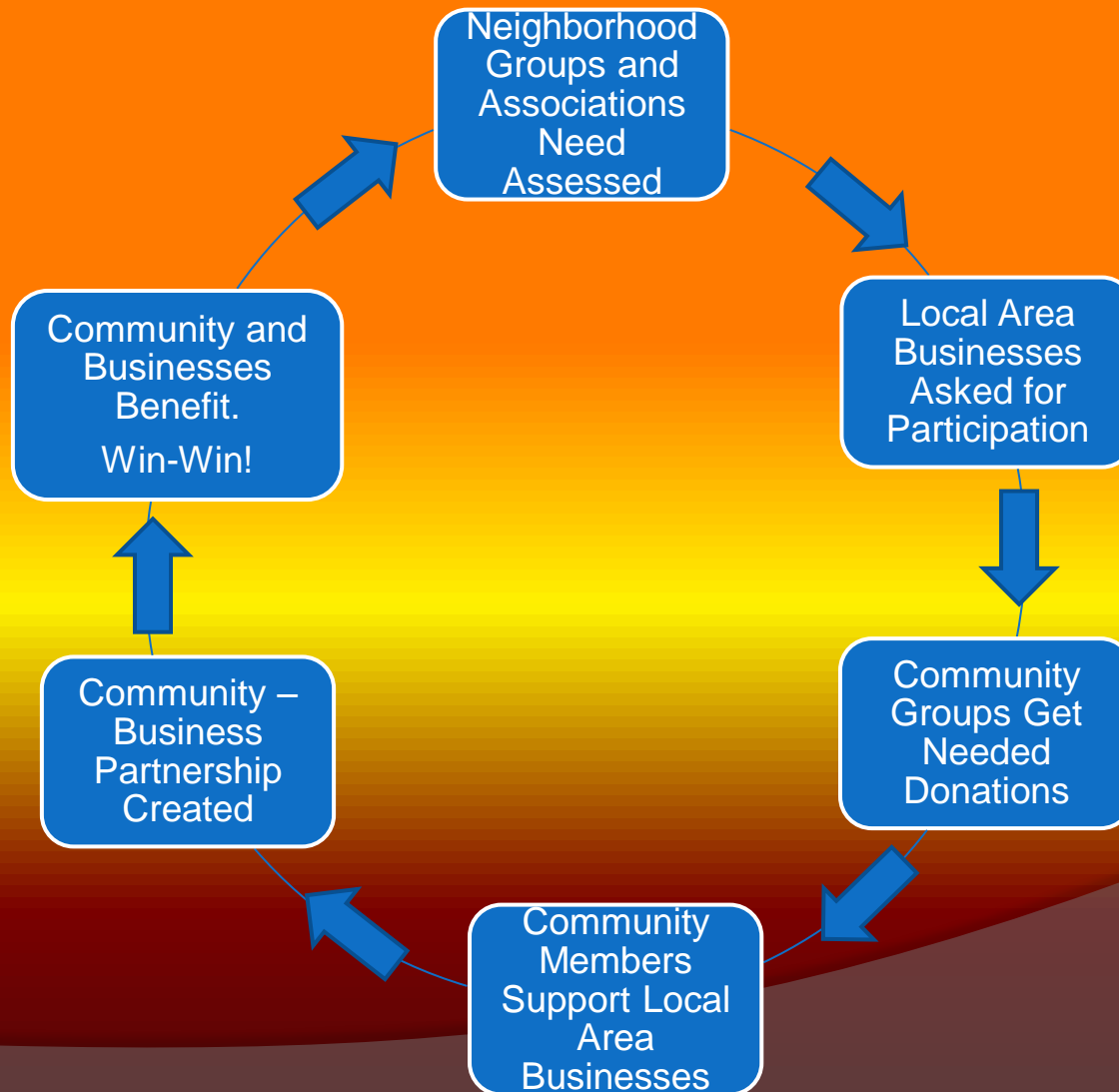
➤ Raffle Items

Solicit small but new items from local businesses and have a neighborhood raffle. Sell tickets and set a fundraising goal for how much you need to raise.



Here We Grow!

Next Steps



Here We Grow!

Conclusion

“Great leaders inspire from
the reasoning of WHY?”
---Simon Sinek



Q and A

